

# CARU NEWS

For Immediate Release

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## **ZOOBOOKS WORKS WITH CARU TO ENSURE RESPONSIBLE ADVERTISING TO KIDS**

*New York, NY – June 10, 2005 – The Children’s Advertising Review Unit of the Council of Better Business Bureaus (CARU), the children’s advertising industry’s self-regulatory forum, is pleased to announce that in response to CARU’s concerns, Zoobooks has modified its television commercial to comply with the *Self-Regulatory Guidelines for Children’s Advertising (the Guidelines)*.*

The commercial for Zoobooks Magazine, which came to CARU’s attention through its routine monitoring, raised concerns under CARU’s *Guidelines*. CARU was concerned that children would believe that if a call were not made within 20 minutes of seeing the commercial, they would not be able to receive a special free issue of the magazine as well as stickers and a free poster. In addition, CARU believed that the commercial used excessive sales pressure in violation of CARU’s *Guidelines* which state, “*Advertising directed toward children should not create a sense of urgency ... by using words like ‘now’, ‘only’ and ‘just’.*”

In response to CARU’s concerns, the advertiser stated it was willing to modify its current advertising and agreed to remove exhortative language.

CARU’s inquiry was conducted under NAD/NARB/CARU Procedures for Voluntary Self-Regulation of National Advertising. Details of the inquiry, CARU’s decision and the advertiser’s response will be included in the next NAD/CARU Case Report.

Members of the press who wish to see a copy of the decision now should email [elascoutx@caru.bbb.org](mailto:elascoutx@caru.bbb.org).

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The National Advertising Review Council (NARC) was formed in 1971 by the Association of National Advertisers, Inc. (ANA), the American Association of Advertising Agencies, Inc. (AAAA), the American Advertising Federation, Inc. (AAF), and the Council of Better Business Bureaus, Inc. (CBBB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation. NARC is the body that establishes the policies and procedures for the CBBB’s National Advertising Division (NAD), the Children’s Advertising Review Unit (CARU), and the National Advertising Review Board (NARB).

NAD and CARU are the investigative arms of the advertising industry's voluntary self-regulation program. Their casework results from competitive challenges from other advertisers, and also from self-monitoring traditional and new media, including the Internet. The National Advertising Review Board (NARB), the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate those cases that are not resolved at the NAD/CARU level. This unique, self-regulatory system is funded entirely by the business community; CARU is financed by the children's advertising industry, while NAD/NARB's sole source of funding is derived from membership fees paid to the Council of Better Business Bureaus.